

# CREATING A CULTURE OF SUSTAINABLE SUCCESS

EMBEDDING SUSTAINABILITY INTO  
ORGANIZATIONAL CULTURE

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Ray C. Anderson  
Interface Founder  
Georgia Tech – Class of 1956

# Three keys to change culture:

**LEAD**

**ENGAGE**

**ALIGN**

# LEADERS

Get it

Envision it

Say it

Show it

# ENGAGE

Think about a time when you felt significantly invested in an organization.....

- ✓ Motivated
- ✓ Learning
- ✓ Creative
- ✓ Productive

# ENGAGE

## Novo Nordisk Way



# ENGAGE

## Key Drivers of Engagement:

- ✓ Meaningful work
- ✓ Connection to bigger picture
- ✓ Strong leaders
- ✓ Learning and development

# ALIGN

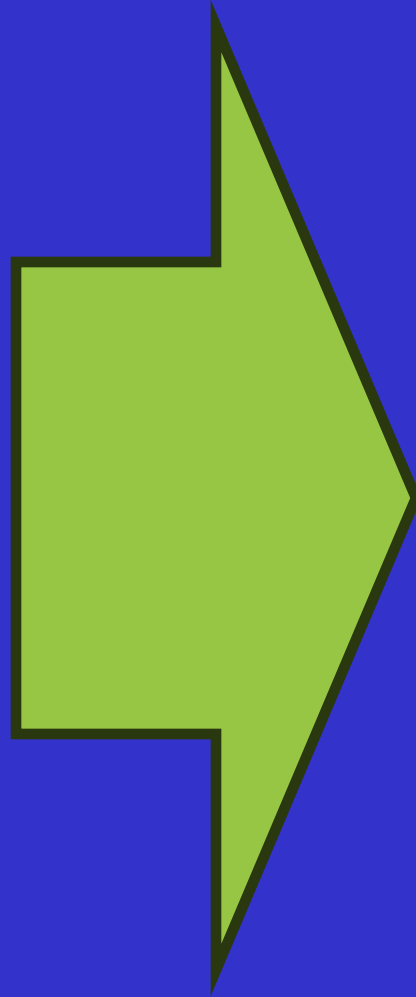
Communication

Investments &  
Compensation

Systems &  
Processes

People  
Practices

Governance &  
Decisions



Culture



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# GO CREATE CULTURES THAT THRIVE



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